



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
HEADQUARTERS, U.S. ARMY GARRISON VICENZA
UNIT 31401, BOX 80
APO AE 09630

SEP 19 2005

IMEU-VIC-PAI

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: U.S. Army Garrison Vicenza Commander's Policy Memorandum 06-03,
Implementation of Interactive Customer Evaluation (ICE)


1. PURPOSE. The purpose of this memorandum is to define the U.S. Army Garrison Vicenza policy and applicability of the Interactive Customer Evaluation (ICE) program.
2. APPLICABILITY. This policy governs the purpose and use of the ICE system within the U.S. Army Garrison Vicenza. It is applicable to all organizations and units assigned to the U.S. Army Garrison Vicenza.
3. GENERAL.
 - a. ICE is a Department of Defense web-based application for collecting and reporting customer feedback. Our customers' feedback informs us of how well we are meeting their needs. Management receives a snapshot view of customer service and the opportunity to address the needs of community members at the activity level. ICE is available from any computer that has internet access.
 - b. The Plans, Analysis and Integration Office (PAIO) is responsible for compiling information received from your customers via the ICE program. Comments and suggestions help maintain the quality of customer service in the Vicenza Military Community. PAIO will evaluate these comments and suggestions and generate a "report card" for each directorate's review. The Deputy Garrison Commander and I will also review your report card every month. The intent of ICE is to facilitate service provider managers' ability to track customer feedback and to use ICE as a system to improve customer service. Additionally, ICE data will be used to complement the Performance Management Review process and Army Communities of Excellence Organizational Assessment.
 - c. ICE is a critical component of IMA's and this Garrison's overall customer feedback system and is instrumental in communicating perceptions and achieving continuous improvement in support IMA's corporate management strategy and the Secretary of the Army's priority of providing for the well-being of the Army's Soldiers and their families. The intent of ICE is to facilitate service provider managers' ability to track customer feedback and to use ICE as a system to improve customer service. Additionally, ICE data will be used to complement the Performance Management Review process and Army Communities of Excellence Organizational Assessment.

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4. All directorates are tasked with contacting PAIO to offer input on value-added questions specific to your respective organization. Responses to these agency-specific questions will provide management with key information, thus resulting in valuable benchmarking insights. When making sound business decisions, always remember that competition can be the agency directly across the street or the company off-post. A happy, confident customer is more likely to use your services and purchase your products. Learn more about the Interactive Customer Evaluation (ICE) by visiting the website at www.22asg.vicenza.army.mil and clicking on the ICE icon.

5. Point of contact for this memorandum is Angela Donald, Plans, Analysis and Integration Office (PAIO) at 634-6382 or email: angela.donald@setaf.army.mil.



VIRGIL S.L. WILLIAMS
COL, QM
Commanding

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